

I Claim:

1. A pet chew toy, comprising:
  - (a) a relatively hard and tough outer shell formed of dried and shaped animal skin; and
  - (b) a relatively soft flavored and scented meat product encapsulated within said outer shell, and promoting aggressive sustained chewing of said toy to exercise the jaws of the pet and clean its teeth and gums.
2. A pet chew toy according to claim 1, and comprising a flavored coating applied to said outer shell to enhance the taste of said toy.
3. A pet chew toy according to claim 2, wherein said flavored coating comprises a meat digest.
4. A pet chew toy according to claim 1, wherein said outer shell comprises pork skin.
5. A pet chew toy according to claim 4, wherein said pork skin has less than 10 percent fat by weight.

6. A pet chew toy according to claim 5, wherein said pork skin comprises a flavor additive.

7. A pet chew toy according to claim 6, wherein said favor additive comprises a synthetic sweetener.

8. A pet chew toy according to claim 1, wherein said meat product comprises jerky.

9. A pet chew toy according to claim 8, wherein the ratio of said jerky to said outer shell is between 5 and 15 percent by weight.

10. A pet chew toy according to claim 9, wherein said jerky includes beef tripe.

11. A pet chew toy, comprising:

- (a) a relatively hard and tough outer shell formed of dried and shaped pork skin;
- (b) a relatively soft flavored and scented meat product encapsulated within said outer shell, and promoting aggressive sustained chewing of said toy to exercise the jaws of the pet and clean its teeth and gums, the ratio of said meat product to said outer shell being between 5 and 15 percent by weight; and
- (c) a flavored coating applied to said outer shell to enhance the taste of said chew toy.

12. A pet chew toy according to claim 11, wherein said flavored coating comprises a meat digest.

13. A pet chew toy according to claim 11, wherein said outer shell comprises pork skin.

14. A pet chew toy according to claim 13, wherein said pork skin has less than 10 percent fat by weight.

15. A pet chew toy according to claim 14, wherein said pork skin comprises a flavor additive.

16. A pet chew toy according to claim 15, wherein said flavor additive comprises a synthetic sweetener.

17. A pet chew toy according to claim 11, wherein said meat product comprises jerky.

18. A pet chew toy according to claim 17, wherein said jerky includes beef tripe.